



125 West 55th St
New York, NY 10019

Contract # 25342228	Changes as of: 10/27/2016 at 1:17 PM	Version: Highlighting Revision 1	
CPE:	Flight: 10/28/16 - 11/8/16	Station: WCBD	Total \$: \$4,815.00
Agency: LITTLEFIELD CONSULTING 2714 KING ST ALEXANDRIA, VA 22302	Advertiser: 11056	Market: Charleston, SC	Total Spots: 56
	Product: Smith Treasurer	Office: WASHINGTON	Total CPP: \$0.00
	Agency Order #:	Primary Demo: Adults 35+	Total GRP:
	Buyer: BRENT LITTLEFIELD	Con Type: POLITICAL/VOTE	
	Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620	Separation:
Comments: NEW ORDER			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/28	10/31	11/7	10/28 - 11/7	Total Spots	Total \$	CPP	GRP			
REV+ 12	M-F 10a-11a		today show III	\$35.00	0.0	30	0	1	0	4	0	5	\$175.00	\$0.00	0.0		
5	M-F 11a-12n		NEWS	\$15.00	0.0	30	1	3	1		5	\$75.00	\$0.00	0.0			
Changes: Rate from 100 to 15																	
REV+ 16	M-F 11p-11:35p		late news	\$50.00	0.0	30	0	0	0	5	0	5	\$250.00	\$0.00	0.0		
REV+ 13	M-F 5p-6p		news	\$40.00	0.0	30	0	0	0	3	0	3	\$120.00	\$0.00	0.0		
1	M-F 6a-7a		NEWS	\$80.00	0.0	30	1	3	1		5	\$400.00	\$0.00	0.0			
Changes: Rate from 225 to 80																	
6	M-F 6p-6:30p		NEWS	\$115.00	0.0	30	1	6	0		7	\$805.00	\$0.00	0.0			
Changes: Rate from 250 to 115																	
REV+ 15	M-F 7:30p-8p		jeop	\$200.00	0.0	30	0	1	0	4	0	5	\$1,000.00	\$0.00	0.0		
REV+ 9	M-F 7a-9a		today show	\$100.00	0.0	30	0	0	0	1	0	1	\$100.00	\$0.00	0.0		
REV+ 14	M-F 7p-7:30p		wheel	\$150.00	0.0	30	0	1	0	4	0	5	\$750.00	\$0.00	0.0		
REV+ 11	M-F 9a-10a		today show II	\$40.00	0.0	30	0	1	0	4	0	5	\$200.00	\$0.00	0.0		
7	Sa 7p-7:30p		NEWS	\$65.00	0.0	30	1	1	0		2	\$130.00	\$0.00	0.0			
Changes: Rate from 200 to 65																	
REV- 2	Sa 9a-10a		NEWS 2 TODAY	\$175.00	0.0	30	1	0	1	0	1	\$175.00	\$0.00	0.0			
Changes: Rate from 130 to 175																	
REV+ 10	Sa 9a-10a		NEWS 2 TODAY	\$65.00	0.0	30	0	1	0	0	0	1	\$65.00	\$0.00	0.0		
8	Su 6p-6:30p		NEWS	\$45.00	0.0	30	1	1	0		2	\$90.00	\$0.00	0.0			
Changes: Rate from 150 to 45																	
3	Su 7a-8a		NEWS 2 TODAY	\$65.00	0.0	30	1	1	0		2	\$130.00	\$0.00	0.0			
4	Su 9a-10a		NEWS 2 TODAY	\$175.00	0.0	30	1	1	0		2	\$350.00	\$0.00	0.0			
TOTALS:											12	42	2	56	\$4,815.00	\$0.00	0.0



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CPE:	Flight: 10/28/16 - 11/8/16	Station: WCBD	Total \$: \$4,815.00
Agency: LITTLEFIELD CONSULTING	Advertiser: 11056	Market: Charleston, SC	Total Spots: 56
2714 KING ST	Product: Smith Treasurer	Office: WASHINGTON	Total CPP: \$0.00
ALEXANDRIA, VA 22302	Agency Order #:	Primary Demo: Adults 35+	Total GRP:
	Buyer: BRENT LITTLEFIELD	Con Type: POLITICAL/VOTE	
	Salesperson: ERIN SCHUMACHER	Assistant: ERIN SCHUMACHER	Separation:
	212-424-6620	212-424-6620	

Special Instructions	11/8 12n CUTOFF
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Order Level Comments		
Date/Time	Added by	Comment
10/27/16 1:17 PM	ERIN SCHUMACHER	NEW ORDER
10/27/16 10:33 AM	ERIN SCHUMACHER	NEW ORDER

Competitive Information	
Market Budget:	\$20,935
WCBD Share:	23%
Comment:	
ECIV:	13%
WCSC:	57%
WTAT:	7%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	56	\$4,815.00	N/A	0.0
Total	100%	56	\$4,815.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	12	\$1,050.00
2016-Nov	44	\$3,765.00
Total	56	\$4,815.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/27/16 1:26 PM					\$0	\$0	
Revision	10/27/16 1:17 PM	ERIN SCHUMACHER	Revised	29		\$0	\$4,815.00	Changes: Total Spots from 27 to 56. 14 buylines added or modified.
New	10/27/16 10:33 AM	ERIN SCHUMACHER	Confirmed	27		\$4,815.00	\$4,815.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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ORDER



Orders
Order / Rev: 960851
Alt Order #: 25342228
Product Desc: Smith Treasurer
Estimate:
Flight Dates: 10/28/16 - 11/08/16
Original Date / Rev: 10/27/16 / 10/27/16
Order Type: REG

WCBD Charleston

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: Littlefield
Buying Contact:
Billing Contact:
 2714 King Street
 Alexandria, VA 22302

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Andy Smith for Treasurer
Demographic: A35+
Product Codes: PL5
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	12	\$1,050.00	\$892.50
10/31/16	11/11/16	47	\$3,765.00	\$3,200.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	12	\$1,050.00	\$892.50	0.00
November 2016	47	\$3,765.00	\$3,200.25	0.00
Totals	59	\$4,815.00	\$4,092.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington	K-WAS	Nat	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WCBD Charleston	23%	\$4,815.00
Market	100%	\$20,934.78

Competitive Share

Competitive Share	Share	Total
ABLN	0%	\$0.00
CABLE	0%	\$0.00
ECBD	0%	\$0.00
UNKWN	0%	\$0.00
WCIV	13%	\$2,721.52
WCSC	57%	\$11,932.83
WITV	0%	\$0.00
WMMP	0%	\$0.00
WTAT	7%	\$1,465.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WCBD	10/28/16	11/08/16	Local News @ 6a	CM	6a-7a	----F--	:30	1	\$80.00	P4	0.00	NM	6	\$480.00
COMMENTS APPLY TO SUB LINES A THRU C NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/16	10/30/16	----F--		1		\$80.00		0.00					
		Week: 10/31/16	11/06/16	MTWTF--		4		\$80.00		0.00					
		Week: 11/07/16	11/13/16	MT-----		1		\$80.00		0.00					
E 2	WCBD	11/05/16	11/05/16		CM	8a-10a		:30	1	\$30.00	P4	0.00	NM	1	\$30.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat Local News @ 9a			-----S-								
				Sat Local News @ 9a											
				COMMENTS APPLY TO SUB LINES A THRU A											
				NEWS 2 TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-					1	\$30.00		0.00			
E 3	WCBD	10/30/16	11/06/16	Sun Local News @ 7a	CM	7a-8a	-----S	:30	1	\$65.00	P3	0.00	NM	2	\$130.00
				Sun Local News @ 7a											
				COMMENTS APPLY TO SUB LINES A THRU A											
				NEWS 2 TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S					1	\$65.00		0.00			
		Week: 10/31/16	11/06/16	-----S					1	\$65.00		0.00			
E 4	WCBD	10/30/16	11/06/16	Sun Local News @ 9a	CM	9a-10a	-----S	:30	1	\$175.00	P3	0.00	NM	2	\$350.00
				Sun Local News @ 9a											
				COMMENTS APPLY TO SUB LINES A THRU A											
				NEWS 2 TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S					1	\$175.00		0.00			
		Week: 10/31/16	11/06/16	-----S					1	\$175.00		0.00			
E 5	WCBD	10/28/16	11/08/16	Local News @ 11a	CM	11a-12p	----F--	:30	1	\$15.00	P4	0.00	NM	6	\$90.00
				Local News @ 11a											
				COMMENTS APPLY TO SUB LINES A THRU C											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----F--					1	\$15.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$15.00		0.00			
		Week: 11/07/16	11/13/16	MT-----					1	\$15.00		0.00			
E 6	WCBD	10/28/16	11/04/16	M-F Local News @ 6p	CM	6p-630p	----F--	:30	1	\$115.00	P4	0.00	NM	7	\$805.00
				M-F Local News @ 6p											
				COMMENTS APPLY TO SUB LINES A THRU B											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----F--					1	\$115.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					6	\$115.00		0.00			
E 7	WCBD	10/29/16	11/05/16	Sat Local News @ 7p	CM	7p-730p	-----S-	:30	1	\$65.00	P4	0.00	NM	2	\$130.00
				Sat Local News @ 7p											
				COMMENTS APPLY TO SUB LINES A THRU A											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S-					1	\$65.00		0.00			
		Week: 10/31/16	11/06/16	-----S-					1	\$65.00		0.00			
E 8	WCBD	10/30/16	11/06/16	Sun Local News @ 6p	CM	6p-630p	-----S	:30	1	\$45.00	P4	0.00	NM	2	\$90.00
				Sun Local News @ 6p											
				COMMENTS APPLY TO SUB LINES A THRU A											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S					1	\$45.00		0.00			
		Week: 10/31/16	11/06/16	-----S					1	\$45.00		0.00			
E 9	WCBD	10/31/16	11/04/16	Today Show M-F	CM	7a-9a	MTWTF--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				Today Show M-F											
				COMMENTS APPLY TO SUB LINES A THRU A											
				today show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					1	\$100.00		0.00			
E 10	WCBD	10/29/16	10/29/16	Sat Local News @ 9a	CM	8a-10a	-----S-	:30	1	\$65.00	P4	0.00	NM	1	\$65.00
				Sat Local News @ 9a											
				COMMENTS APPLY TO SUB LINES A THRU A											
				NEWS 2 TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S-					1	\$65.00		0.00			
E 11	WCBD	10/28/16	11/04/16	Today Show II	CM	9a-10a	----F--	:30	1	\$40.00	P4	0.00	NM	5	\$200.00
				Today Show II											
				COMMENTS APPLY TO SUB LINES A THRU B											

Order / Rev: 960851
Alt Order #: 25342228
Flight Dates: 10/28/16 - 11/08/16

Advertiser: POL/Andy Smith for Treasurer
Product Desc: Smith Treasurer
Estimate:

WCBD Charleston

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
today show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----F--					1	\$40.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$40.00		0.00			
E 12	WCBD	10/28/16	11/04/16	Today Show III	CM	10a-11a	----F--	:30	1	\$35.00	P4	0.00	NM	5	\$175.00
Today Show III															
COMMENTS APPLY TO SUB LINES A THRU B															
today show III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----F--					1	\$35.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$35.00		0.00			
E 13	WCBD	10/31/16	11/04/16	M-F Local News @ 5p	CM	5p-6p	MTWTF--	:30	3	\$40.00	P4	0.00	NM	3	\$120.00
M-F Local News @ 5p															
COMMENTS APPLY TO SUB LINES A THRU A															
news															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$40.00		0.00			
E 14	WCBD	10/28/16	11/04/16	M-F 7p-730p	CM	7p-730p	----F--	:30	1	\$150.00	P4	0.00	NM	5	\$750.00
M-F 7p-730p															
COMMENTS APPLY TO SUB LINES A THRU B															
wheel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----F--					1	\$150.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$150.00		0.00			
E 15	WCBD	10/28/16	11/04/16	M-F 730p-8p	CM	730p-8p	----F--	:30	1	\$200.00	P4	0.00	NM	5	\$1,000.00
M-F 730p-8p															
COMMENTS APPLY TO SUB LINES A THRU B															
jeop															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----F--					1	\$200.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$200.00		0.00			
E 16	WCBD	10/31/16	11/04/16	LN M-F	CM	11p-1135p	MTWTF--	:30	5	\$50.00	P4	0.00	NM	5	\$250.00
Late News M-F															
COMMENTS APPLY TO SUB LINES A THRU A															
late news															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					5	\$50.00		0.00			
N 17	WCBD	11/07/16	11/11/16	LN M-F	CM	11p-1135p	MTWTF--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
Late News M-F															
COMMENTS APPLY TO SUB LINES A THRU A															
late news															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	MTWTF--					1	\$50.00		0.00			
													Totals	59	\$4,815.00